

DRAFT

For Review Only

PUBLIC ENGAGEMENT & COMMUNICATIONS PLAN

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**U.S. Department of Transportation
Federal Highway Administration**
FHWA FY 2014 TIGER Planning Grant No. P-8

Lafayette Consolidated Government



Our voice. Our vision.



EVANGELINE CORRIDOR INITIATIVE

Funded in part by a federal **TIGER** grant

PREPARED BY:



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INTRODUCTION

OBJECTIVE

Funded in part through the Federal Highway Administration (FHWA) Transportation Investment Generating Economic Recovery (TIGER) Grant, the purpose of the Evangeline Corridor Initiative (ECI) (TIGER Grant) Public Engagement and Communications Plan is to delineate our strategy for community outreach within all five Districts of the proposed Interstate-49 Corridor — a disinvested area of the city of Lafayette. Additionally, this Plan will define our strategy to enlist support for the redevelopment of the Corridor, reaching out to those who live and/or work there.

OVERALL STRATEGY METHOD

Active and sustained participation throughout the entire project process by residents, neighborhood groups, property owners, and business people will be the backbone of the Team's strategies and the implementation plans. While a portion of the Districts could be characterized by certain low-income and underserved demographics, each District is unique in its social, cultural, and physical attributes. The ECI Team wants to highlight and honor these characteristics when engaging with the communities and when formulating context-based strategies that target specific zones and shared visions. We want to establish a transparent and open line of communication between the Team, Lafayette Consolidated Government (LCG), and Corridor stakeholders — both residents and businesses.

Beginning with the Leadership meetings, District workshops, and the Charrette process, the Team will embrace a comprehensive public strategy from beginning to end. Cementing an open forum for information gathering and exchange and the creation and maintenance of an official I-49 Corridor Plan website and social media, the Team will ensure that inclusive awareness and actions remain intact during design production and after the final report and the District Corridor Plans are unveiled. We recognize the necessity of informing and educating the public, especially residents and businesses in the designated Districts, with regard to implementation strategies. For the Plan to be successful, we cannot simply lay down the strategies before people and walk away. Rather, we will first seek ground level or grassroots input. Our implementation goals must be clearly understood from the perspective of ultimately connecting human, social, and financial resources to tangible results. Roles of local government and community leaders must be defined in a manner so that they can both seek input and help steer implementation with their constituents. The strengths and merits of this plan will be established on the grounds of inclusive voices, informed critical thinking, and viability.

Systemization of the neighborhood-based input (statistical data and physical analysis of the area) will serve as the foundation for forming initial concepts and preliminary strategies. This data and analysis will begin to emerge during the pre-Charrette, on-site field engagements. The Team will prepare a holistic checklist of key components including commercial/economic activity, sustainable community resources, and (complete) streetscape design. These preliminary identifiers will be used as particular factors for questioning and refinement during the District Workshops and Charrette. Additionally, information garnered through the first phase will be used to populate and drive the second phase of the process.

EVANGELINE THRUWAY REDEVELOPMENT TEAM

The Evangeline Thruway Redevelopment Team (ETRT) is an oversight and governing committee composed of 15 community members who have ties to the Evangeline Corridor. The ETRT's role and responsibility is to shepherd the Evangeline Corridor Initiative (ECI) project and guide the ECI Consultant Team in its efforts and act as a liaison between Lafayette Consolidated Government (LCG), and the Corridor Districts. Members will attend public meetings and events, assist in soliciting public input, and offer support to the ECI Team's agenda. The ETRT will be familiar with the PlanLafayette and other related neighborhood plans, as well as the Record of Decision (R.O.D.) and other commitments made by DOTD and FHWA.

The ETRT envisions an I-49 Corridor that:

- *Repairs the division caused by the Evangeline Thruway.*
- *Restores connections between neighborhoods and people throughout the corridor, including Downtown and the surrounding areas.*
- *Reverses the decades of disinvestment in Lafayette's urban core, stimulates urban revitalization, and drives investment along the corridor and in adjoining neighborhoods through smart design, careful planning, and best practices.*
- *Remediates environmentally contaminated properties and returns them to safe, productive use.*
- *Establishes a new standard for excellence nationwide for the design and implementation of a context-sensitive urban interstate, and "gets it right the first time."*
- *Improves local and regional traffic safety, increases access to transit, provides meaningful recreational opportunities, and implements crime prevention through environmental design strategies.*
- *Encourages civic and commercial activity in people-friendly, desirable spaces below the elevated spans and along the footprint of the Connector.*
- *Provides creative, three-dimensional solutions for an alternative Connector design that the entire community can embrace.*
- *Demonstrates an exemplary approach to community engagement and collaboration, where all parties place their trust in the process.*
- *Concludes with a plan that provides such remarkable overall value that it drives community consensus.*

Through official adopted resolutions, the ETRT may guide the ECI Team with certain directives and actions pertaining to achievement of the ETRT vision. Please see Appendix A.

EVANGELINE CORRIDOR INITIATIVE

<<insert text about consultant team and staff, TIGER Grant, etc.>>

LAFAYETTE CONNECTOR PARTNERS

BACKGROUND

In 2015, the Louisiana Department of Transportation and Development (LaDOTD), along with federal, state, regional, and local partners, restarted the Context Sensitive Solutions (CSS) process including Community Working Group, Technical, and Executive Committees. The end result from these efforts will be a CSS Guidelines Manual and a Joint Use Development Plan with responsibilities for implementation specified amongst the agencies. Their main tasks will include:

- Develop the roadway/bridge geometric design details in concert with the CSS process.
- Environmental re-evaluation due to elapsed time since the Final EIS. The re-evaluation will reflect changed environmental conditions, if any, or changes to project design features. (Supplemental EIS scope currently being developed.)
- Update traffic-engineering studies.
- Extensive communications and outreach process to keep stakeholders informed and involved.
- Implementation of strategic planning to identify construction delivery methods, funding plan, and timeline.

The Lafayette Connector Partners (LCP) is composed of a team selected through the Request for Qualifications (RFQ) process to perform the tasks briefly outlined above.

The Evangeline Corridor Initiative Team, along with Lafayette Consolidated Government staff will work closely with the LCP Team including the sharing of information and joint participation in public meetings and community outreach events.

ROLES & RESPONSIBILITIES

The I-49 Lafayette Connector is a tremendous opportunity for Lafayette. Two groups are leading the effort to ensure that the proposed structure is an asset for the surrounding community:

DOTD and its Lafayette Connector Partners (LPC) will focus on the overall conceptual design of the highway itself (Level 1), including opportunities for joint use development and increased connectivity.

LCG and the Evangeline Corridor Initiative team (funded in part by a federal TIGER Grant) will focus on neighborhood revitalization along the corridor (Level 3).

Both groups will be actively engaging with the community – often simultaneously – to hear concerns, ideas and discuss the vision for the project, particularly when their efforts overlap in the areas where ramps and interchanges impact the Corridor (Level 2).

For a map illustrating these role responsibility overlaps, please see Appendix B.

PRE-CHARRETTE COMMUNITY OUTREACH AND CHARRETTE

INTRODUCTION

The ECI Team will start with a series of leadership meetings designed to garner support and to ensure that in each of the five Districts stakeholders are reached and encouraged to become involved in the Workshop and Charrette process and beyond. In particular, media notification of these leadership meetings will intentionally be avoided to ensure that participants know they are at the front end or initial stages of our work.

To lay the groundwork for the Charrette, the ECI Team will host a series of District Workshops in order to maximize understanding of the desired scope, visions, and objectives and to engage a cross section of stakeholders from the start. Additionally, the ECI Team will open-mindedly accept input and suggestions from Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), and other key players. This project benefits all of Lafayette as well as the Corridor and it is important to begin with clarity on the objectives for this I-49 Corridor Plan. This will also be a chance for the Team to further explain its vision and approach to the process — an opportunity to share the dynamics of our design and engagement methods by responding to community input.

In preparation for this, a database of residents and business will be acquired for targeted marketing and a postcard for each workshop will be developed and distributed, by District, prior to each District's workshop. Reminder calls and emails (where contact information is available) will be made to those involved in the leadership meetings or who have already expressed an interest in the project. Coteries and other neighborhood organizations will be approached to solicit their members' participation in the process as well. Please see Appendix C.

Flyers with date, time, and place for each workshop will be developed, printed, and distributed at businesses and churches in each District. And, at each workshop, there will be flyers for the remainder of the workshop schedule. Please see Appendix D.

The most useful device for active community engagement, feedback, and understanding in the design process, is the Charrette. It is the moment of intense design action where the roots of strategies emerge and are refined through a series of activities, meetings, and discussions. During this week, the ECI Team will work with local residents, government, stakeholders, and within the collaborative Team itself to address all aspects of the plan's scope in critical detail. Through open houses and final unveiling of the Charrette's weeklong work, the platform of strategies will be made clear to those in attendance as well as those viewing online. While these strategies will continue to be shaped and finalized, they will offer an indication of the course of direction the Final Report and Corridor Plans will take.

Using the same database of contact from the workshops, a postcard will be developed, printed, and distributed to residents and businesses to make them aware of the Charrette and its schedule. Please see Appendix E. Additionally, everyone who registers at a leadership meeting, coterie or neighborhood meeting, or workshop will receive either a reminder telephone call or reminder e-blast, which will include the Charrette schedule. Please see Appendix F.

Outreach to raise awareness by the general public (as well as residents and businesses in the five Districts) will be supported by radio and television interviews and appearances, press release distribution to the local media, Editorial Board meetings with the three major publications in the city, and social media posts and boosts. Major organizations such as One Acadiana, Lafayette Economic Development Authority (LEDA), Lafayette Convention and Visitors Commission (LCVC), Downtown Development Authority (DDA), and Lafayette Regional Airport (to its staff, commission, and tenants) will also be asked to distribute the e-mail to their members/databases.

Charrette fliers and posters will be designed, printed, and distributed at the workshops and posted at locations within each District and around the city in general to raise awareness and to encourage community-wide participation. Please see Appendix G.

The ECI Team will also use of a variety of social media channels in advance of and during the Charrette to help keep the public informed and to again encourage participation. Eventbrite will be used to register participants for two breakfast and two luncheon talks where experts from the ECI Consultant Team will speak about specific topics such as The Value of Complete Streets, Landscape and Revitalization, Implementing Economic Development, and Civic Art and Community to add another dimension of learning and community involvement to the Charrette process. Please see Appendix H.

STEP 1: LEADERSHIP MEETINGS

Critical to the Team's Outreach Process are initial meetings with Corridor Leadership for their valuable insights and input into our methodology: A sample list of groups and individual to be targeted in Steps 1 through 3 is included as Appendix I.

As a first step in public outreach, Right Angle will identify key leaders among each segment of the corridor population for advance, one-on-one meetings to define and guide the outreach conversation – particularly its language and tone.

For underserved populations, Team members have learned outreach that begins through traditional media can feel fixed, immovable, and give the impression decisions are perceived as having already been made. By quietly beginning the conversation with visible and non-visible leaders through advance outreach within the five Districts, we can more effectively anticipate participation. Insight from leadership helps us guide the discussions. (For example, we've learned that single-issue messages rarely work with underserved populations.)

The format of those meetings will be somewhat informal – not a “stand up and lecture” process. Each of the leadership meetings will begin with an introductory statement of our inclusive and insight-seeking approach. We also want people to know that we are beginning with a clean slate and to have an understanding that “We're here to help develop a plan,” and that we are here to listen.

Small, one-on-one Kitchen Table or Backyard Meetings will serve as “when necessary” intermittently scheduled opportunities to either reach out to resident stakeholders in a more intimate setting or in order to follow up on particular actions of the Team. They also help address issues or individuals who were missed in the engagement process or they may double as the initial Leadership meetings.

We will define the TIGER Grant/Evangeline Corridor Initiative and explain what it is and, perhaps just as important, what it is not. We are also be prepared to answer the tough questions are consistently asked but not answered. (See Appendix J) Our goal is to have everyone on our Team sharing the same information and providing consistent information. This will help us to “clear the air.”

Proper execution of Step 1 will set the framework of our three-step Outreach Process that includes: Step 1: Corridor Leadership Meetings, Step 2: District Workshops: These Workshops include hearing residential and commercial neighborhood voices to define neighborhoods for corridor/neighborhood brainstorming; and Step 3: Formal Charrettes process.

We intend to seek guidance on framing our questions with a list of conversation starters. A copy of those questions is included in Appendix K. We do not intend for every group to answer every question, they are simply questions about a variety of different subjects that the moderator can employ to solicit feedback.

The Team will also provide the Leadership Groups with our rationale for our new branding and explain why we’re stepping away from the TIGER label (see Appendix L). Additionally, we will seek assistance in identification of neighborhood groups and individuals who reside in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

With each leadership meeting, we will express our sincere appreciation for their guidance and insight; commitment to availability and access to our Team; and reporting throughout the planning process.

Information gathered at each of the Leadership Meetings will be reported to the Team and included in the process for the development of the District Workshops and into the Charrette process. See Appendix M for a template that will be used for leadership reports. The success and benefit of the Leadership Meetings will be gauged by the number of participants that attend each Workshop and the manner in which participants and local residents have been notified through word of mouth (beyond postcards and online).

STEP 2: DISTRICT WORKSHOPS

Hearing residential and commercial neighborhood voices to define neighborhoods and/or Small Group Workshops will be critical for corridor/neighborhood brainstorming in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

Recognizing the nuances of the five Districts and the desired assurance that all resident groups are represented during this process, the Team will work at engaging each District directly in the months leading up to the Charrette. Through our three-stepped approach, the Team will come to understand concerns and insights targeting the specific Districts. This will not only provide the opportunity to preemptively engage communities prior to the Charrette, but also allow the Team to cross-examine the feedback among the different Districts. At this point, a public feedback loop will be established in order to generate consistent intrigue in the project and offer the public the ability to stay informed. These activities will greatly influence aspects of the Charrette process.

DISTRICT WORKSHOP OUTREACH

Outreach for each District Workshop will build upon the input provided in the Leadership Meetings. Leaders from those meetings will be asked to continue to encourage participation and will help to inform people about the date, time, and location for each Workshop.

Additionally, using the database previously described, postcards will be sent to each address – residential or business – in each of the Districts inviting them to attend and participate in their District's Workshop.

Also, telephone calls will be made and emails will be sent to those who attended any of the Leadership Meetings or who have communicated their interest to the ECI Team. Social media will also be used to solicit attendance and report on each Workshop as it is happening.

WORKSHOP FORMAT

The format of each of the Workshops will include the following:

- As people arrive, they will be asked to sign in and place a colored pin on the map of the District to indicate where they live, work, or own property.

- A member of the ECI Team will personally welcome each participant and escort them to a table where they will be introduced to a trained facilitator and scribe who will guide and document the exercises.
- As each table is filled, an LCG employee will give a brief background of the project and describe the ECI Team's inclusive engagement approach – explaining that we are beginning with a clean slate.
- Facilitators have an agenda with key questions and information about that particular District. (Appendix N) The facilitator will begin the Workshop with the *Power of 10* exercise. Participants are encouraged to list elements that they like or that define their neighborhood. This can include wishes and desires for new or changed places or activities. Responses are quickly written and collated on a flip chart for easy reference and dynamic dialogue. See Appendix N for sample *Power of 10* questions.
- Facilitators and participants then move to *Asset Mapping* – comments and ideas will be transferred to blank District Maps, creating a visual diagram that represents values, perspectives, and opportunities.
- A series of I-49 Connector questions and its impact on that District will complement the *asset maps*.
- An ECI Team member will give a closing statement of sincere appreciation for their guidance and insight; confirming our commitment to availability and access to our Team, and to report what is upcoming throughout the planning process.

After each Workshop, notes for each table will be transcribed and using those notes as well as maps and flip chart notes, a results report document will be produced for each of the District Workshops. The reports document will categorize comments based on opportunities and challenges as well as planning themes. This data will lay the groundwork for the analysis of the information received at each of the District Workshops.

WORKSHOP NOTES:

In each Leadership Meeting, the Team requests the assistance from leaders for encouraging Workshop participation from a variety of ages and ethnicities as well as a mix of residents and business owners who live and/or work in their specific District(s).

Additionally, as participants are checking in for each Workshop we will capture contact information from them to confirm residential versus commercial participation. (For those who prefer not to share their address and contact or other personal information, a pushpin placement on the map will identify their location within the District. Also upon check-in, participants can request foreign language translation of content collected during the Workshop as well as Braille translations for the visually impaired.)

The check-in process will allow the ECI Team to gauge the success of our outreach efforts from a perspective of visitor participation numbers, area(s) of residence and demographic data. Beyond capturing this informational data for official archival report purposes, each Workshop will act as a learning curve for improvement from Workshop to Workshop and as we plan for the separate Charrette outreach process.

Information on display will include; Frequently Asked Questions (FAQ), a District Map, a Corridor Map, and a Levels Map which will define the areas of responsibility between the ECI and LCP Team (Appendix O). Fliers and Yard Signs for participants to take with them to put out at their homes or businesses showing support for the project. Samples are shown in Appendix P.

STEP 3: CHARRETTE

STRUCTURE

The Charrette is the primary mechanism of the ECI Team for public engagement strategy. It is also a dynamic phase of the planning process, for it invites public participation into the most intense moments of design dialogue and conceptualization. The phase revolves around the preparation and hosting of a multi-day inclusive design session, held on-site within the corridor. ASW and DPZ will lead the Planning Team in a series of public exchanges, design sessions, interviews, and technical meetings to quickly engage the community. This rapid, comprehensive method of public involvement will urge stakeholders to come together and develop consensus over specific strategies for the future of the I-49 Corridor. The hands-on nature of the design studio and the opportunity to interact with diverse perspectives allows issues to be quickly identified and addressed. In addition, the workshops provide an informational opportunity for all participants. The format of the Charrette will be tailored with LCG to obtain the best possible community input.

As a centerpiece of the Charrette, Right Angle will facilitate two events: the Kickoff Event and the District Workshop Feedback Presentation. The Kickoff Event will introduce the community to the Charrette process and to the ECI Consultant Team. A presentation to set expectations and outline the work to be performed during Charrette Week will help to set the stage. The presentation will be followed by a question and answer period to begin this phase of community engagement. The District Workshops Feedback Presentation will be a one-stop public event open to community members from all Districts and the community-at-large to view and understand synthesis compiled from the District Workshops. The presentation will highlight and illustrate diversity and commonality. We will share key findings of the Workshops and encourage refined questions and comments to give further direction to the process.

OPEN DESIGN STUDIO

The Team will set-up a centrally located Open Design Studio at Rosa Parks Transportation Center, easily accessible by all Corridor residents, businesses, stakeholders, and the general public. Additionally, AOC Community Media will set up a live stream of the Design Studio on their website. Local stakeholders and the community will be encouraged to stop in throughout the week as new issues come to mind and to check on the project's status. The Team will schedule various technical meetings with Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), fire and police, local business groups, key property owners, nonprofit organizations, external governmental agencies, real estate brokers, One Acadiana, the Greater SWLA Black Chamber of Commerce, neighborhood associations, historic preservation

organizations, and environmental groups. These meetings are in addition to initial Leadership Meetings and will assist in the Team's continued understanding of the physical, economic, environmental, and organizational forces that shape the area.

At midway point of the Charrette, the Team will share the work generated to-date at two "work in progress" Open House presentations. Sketches and visualizations will be presented illustrating the hypothetical strategies for the I-49 Corridor. These interim presentations will keep a desired creative pace and allow for feedback of the design direction. The Team will take heed of comments and recommendations as they work towards refining the output for the final presentation.

During the final presentation, the Team will share all synthesized work in the form of refined analysis and strategies. These concepts will serve as examples of how the various areas along the proposed I-49 Corridor could take shape. Also, a summary of development and implementation strategies will be presented, highlighting the various opportunities for quality interventions, and will take into account information received at Leadership Meetings and District Workshops, in addition to the Charrette. AOC Community Media will record the presentation and will make it available for viewing on its website.

CHARRETTE OUTREACH PARTICIPATION NOTES

Beyond sharing of Charrette dates and details with Workshop participants, we will employ the following mechanisms for saturated outreach:

- Website calendar
- Social media postings and invitations
- News media outreach for
 - News stories
 - Community calendar postings
 - Public Service Announcements
- Leadership Outreach
 - Social media sharing
 - Fliers for distribution in each District

Additionally, the previously referenced database of all residential and commercial addresses throughout the corridor will be utilized; broken down by District. Each of these addresses will receive a postcard inviting them to attend the Charrette multi-day process. This direct mail effort, combined with ongoing Leadership outreach along with traditional media and social media is designed to maximize attendance during the multi-day Charrette process.

As with the District Workshops, the ECI outreach success will be gauged by the number of participants who attend the main events and visit the open design studio. As mentioned, there will be sign in sheets to capture participant information that will allow us to construct a database to be used for further outreach.

POST-CHARRETTE ACTIVITY

CONTENT AND REPORTING FOR STEPS 1, 2, AND 3

Content development and reporting for Steps 1, 2 and 3 will consist of development of a Leadership Report for each of the Leadership Meetings conducted in Step 1. These reports will be shared with ECI Team members and LCG staff to ensure that all involved in the administrative level have an understanding of the feelings of each of the Districts going into the District Workshops and Charrette Week. Each of the reports will include an overview of the group and a synopsis on content gained from the meetings.

Following each of the Workshops, notes will be scribed verbatim with anonymity for those participating so that each participant feels free to speak their mind. This will allow for accurate comments and feelings to be shared. A matrix will be developed to categorize comments into Opportunities and Challenges.

The subcategories under Opportunities will include:

- Safety
- Economic Development
- Culture/History
- Activities
- Entertainment
- Community
- Beautification
- Access/Mobility/Connectivity
- Housing
- Infrastructure

Subcategories under Challenges will include:

- Urban/Social Development
- Environmental
- Community Health/Healthcare
- Racial/Cultural Divide
- Safety and Security
- Dilapidation/Sewage/Litter
- Education
- Connector

Results will be analyzed and compiled into 5 District Workshop Reports, which will be used as background for the Charrette process. Images of flip charts and maps from each table will be included in the appendices.

Reports will be approved by the ETRT and subsequently shared with each District. Members of each District will be given the opportunity to add addendum comments to its specific District Report.

SUMMATION/VALIDATION

In our summation and validation of work conducted in Steps 1, 2, and 3, we will provide:

- Leadership Reports for each of the Leadership Meetings
- District Workshop Reports including:
 - Summation of information received
 - Tally of numbers of push pins on the locator map for each category
 - Copies of sign-in sheets
 - Copies of scribe notes
 - Copies of maps with sticky notes
 - Copies of facilitator notes
- Charrette Workshop Report including:
 - Tally of numbers of people who signed in at each of the Charrette events
 - Copies of sign-in sheets
 - Summation of findings and feedback

DISTRICT DESIGN MANUALS AND FOLLOW UP DISTRICT MEETINGS

District Design Manuals will summarize the background analysis, urban design strategies, and ways in which the overall Corridor Plan will impact each district. Appropriate transportation, marketing, and economic data will be included in the manual. Similar to the LCG Neighborhood Toolkits, the idea of these manuals is to ease understanding and suggest specific district implementation strategies, including step-by-step actions, potential funding sources, and relevant public-private partnership structures to achieve community visions. A key element of the implementation section will be the recommendations about particular regulatory changes to the built environment and landscape. This will be crucial in the implementation of the I-49 Corridor Plan.

Because of the anticipated level of community involvement in the pre-Charrette process, it is recommended that a second set of District Meetings be held to present each of the District's Design Manuals. Meetings will be announced through social media and through emails and telephone calls to those who attended previous meetings. Additionally, we will also reach out to the Leadership Groups for their assistance in letting people know of the meeting and its purpose.

CATALYST PROJECTS AND FUNDING

The District Design Manuals and Final Report will highlight potential components and strategies that the ECI Team in conjunction with LCG will recommend to take forward as Catalyst Projects. These projects

will be highlighted and vetted at the follow up District Meetings to gain consensus and feedback from the community that will implement the projects. Recommendations for LCG and private funding strategies will be identified for each of these projects. All projects and funding will go before the City-Parish Council for ultimate approval.

APPROVALS PROCESS

At the completion of the strategy plan refinement and Final Report production, the team will present a first draft to the Lafayette Consolidated Government (LCG) staff for review followed by necessary rounds of edits and revisions before submitting a final official draft for public unveiling and adoption.

Once we have completed the design strategies and coding package, our team will submit an “administrative draft” for LCG, the Evangeline Thruway Redevelopment Team (ETRT), and other officials to review. LCG will, in return, provide a consolidated set of comments and revisions to the planning team and outline their preferred method for public dissemination. Once a first draft has been reviewed and commented by LCG, the next step will be to share a “public draft” with the community groups to solicit public comment. This feedback, along with that of LCG officials, would provide a satisfactory level of response and assurance. After revisions, we will submit a “second administrative draft” for final review and adoption.

COMMUNITY-WIDE MARKETING PLAN

To build public support for funding mechanisms that will be proposed in the completed and delivered plan, public outreach will continue, and a mass media advertising and public relations campaign will be conducted for introduction to the larger Lafayette Parish community. Throughout the advanced outreach process, relationships developed throughout the process will be leveraged to build support. Tactics will include a rollout press conference (for example, an idea presented by a youthful member of the charrette could be highlighted while thanking everyone for their participation). This announcement phase will include communications management, media outreach (fact sheets, story and editorial pitches, news alerts), presentation materials, press releases, photography, media tracking, and reporting.

Issues management will be ever-present as we strive to recognize both the public input as well as the design program deliverables. Positioning the project as a proactive effort – “for the people and of the people” – for preserving and improving the corridor will be crucial for public support.

Partnerships between LCG, the ECI Outreach Team, and key corridor leaders can become visible parts of this rollout process. In tandem with ECI economic development components, co-branded partnerships can be identified to demonstrate immediate action on the recommendations. Using branding and iconography

developed in the primary program of work, a variety of promotional items for use by LCG for designated awareness and education initiatives will be developed. This could include a Neighborhood Action Packet.

Special on-site public relations events and marketing are ideal for district-by-district rollout, as well as larger venue options. These could include:

- Block parties (for example, at the Creole Mardi Gras Historic Marker)
- Time capsules buried at school sites to commemorate the start
- Building exterior projections (video/animation in conjunction with AIE) as the project goes forward
- Performing arts/crafts shows, local makers
- Cook-offs/farmers market

These formats lend themselves to excellent social media engagement, which has become the new norm for all local traditional media engagement. Media opportunities could include:

- Traditional media (print, outdoor, television, radio)
- Digital media (e-newsletters, website sponsorships/ads, social media campaigns through platforms, such as, but not limited to, Facebook, Twitter, Instagram, and LinkedIn)
- Alternative media (billboard graphics on the side of distribution trucks, etc.)

ACTION ITEMS AND DELIVERABLES

- Answers to Community Questions
- Question Guide for Leadership
- Signage, Collateral, and Outreach Materials
- Leadership Meeting Reports
- District Workshop Scribe Notes
- District Workshop Results Documents
- Charrette Report
- Community-Wide Marketing Materials
- District Design Manuals
- Final Report
- Kick-off Media Plan

APPENDIX

This is a list of things included in the Appendices at this time – not necessarily in the correct order within the document.

- A. Workshop Postcard Example
- B. Workshop Flyer Example
- C. Charrette Week Postcard
- D. Charrette E-blast
- E. Charrette Flyer and Poster
- F. Charrette Social Media Graphics Examples
- G. ETRT Resolution (Pre-Charrette)
- H. ECI Potential Outreach List
- I. Project Frequently Asked Questions
- J. Workshop Conversation Starter Questions
- K. Leadership Meeting Report Form
- L. Branding Rationale
- M. Charrette Q&A
- N. District Workshop Facilitator Packet Example
- O. Engagement Event Sign In Sheet Examples
- P. Engagement Events Feedback Card Examples
- Q. Yard Signs
- R. Charrette Display Banner
- S. Outreach Calendar/Schedule
- T. Power of 10 Questions
- U. ECI/LCP District “Levels” Map